PRESS RELEASE

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DRIVING FORCE ACTION LAUNCHES SECOND WAVE OF BATTLEGROUND ADS BACKING ROGERS, BARRETT, VAN ORDEN

Washington, D.C. (October 21, 2026) Driving Force Action, a project of the Specialty Equipment Market Association (SEMA), today launched a second wave of ads as part of a six-figure, independent expenditure advertising campaign supporting four congressional candidates in the battleground states of Michigan, Pennsylvania, and Wisconsin.

Like the first wave of Driving Force Action ads, this set will run on streaming and over-the-top platforms in support of **Rep. Mike Rogers** (U.S. Senate candidate in Michigan) and **Rep. Tom Barrett** (U.S. House candidate in Michigan). This wave also includes the addition of an all-new ad in support of **Rep. Derrick Van Orden** (U.S. House candidate in Wisconsin).

“We believe the car community is unwilling to settle for tribal politics when they go to the polls – not when there are clear choices of candidates on the ballot who stand for automotive liberty, domestic manufacturing, and the right to race,” said **Lauren Wilbor, national spokesperson for Driving Force Action**. “Driving Force Action continues to beat the drum in support of leaders who walk the walk for the aftermarket industry and American car culture, and that’s what this next round of ads is about.”

The Ads

- **MICHIGAN:** Mike Rogers will fight for Michigan businesses like Engine Power Components. (:30 seconds)
- **MICHIGAN:** Tom Barrett will protect Michigan manufacturing jobs. (:30 seconds)
- **WISCONSIN:** Derrick Van Orden is right for Wisconsin. (:30 seconds)

The Spend

The second ad buy continues an independent expenditure campaign that includes broadcast television, connected TV, text messaging, and digital advertising to reach voters in support of candidates who support domestic manufacturing, automotive liberty, and the skilled trades.

ABOUT DRIVING FORCE ACTION

Driving Force Action is an independent expenditure-only political committee and a nationwide alliance of gearheads, car enthusiasts, and small automotive businesses united to defend Americans’ freedom to drive. The organization advocates for policies and candidates who support automotive freedom, consumer choice, and the preservation of car culture across the United States. Driving Force Action makes independent

expenditures to support or oppose federal candidates and operates independently of any candidate, campaign, or political party. To learn more, visit www.drivingforceaction.org.

Driving Force Action does not coordinate its activities with candidates or political committees.

Paid for by Driving Force Action (www.drivingforceaction.org) and not authorized by any candidate or candidate's committee.

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